

# Let's Talk Business

## For Ted Rogers School Students

These reports describe industry sectors and career paths of interest to TRSM students and Alumni. Each report leverages BCH employment data and the expertise of our staff. This collaborative effort engages staff, students, alumni and the University Business Librarian.

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## Where Style Meets Success: Careers in Fashion

Fashion isn't just what you see on the runways. The clothing in the back of your closet is part of one of the most influential industries in the global economy, with a \$1.7 trillion valuation. The fashion industry can be split into different sectors: textile production, manufacturing, fashion marketing, fashion merchandising, and fashion shows.



**\$170B**

Global revenue for the apparel market in 2024. <sup>1</sup>



**\$24.8B**

Expected sales value of the clothing industry in Canada by 2024. <sup>1</sup>



**+19.6%**

% growth in revenue of clothing market between 2021-2022, (recovering from the COVID-19).<sup>1</sup>

You've heard of New York and Los Angeles being fashion hotspots. However, did you know Montreal ranks third in clothing manufacturing in North America? Toronto follows closely behind, with 50,000 fashion industry jobs, shaping the city's vibrant fashion scene.

## Types of Roles in Fashion

### Fashion Marketer

Involved in executing marketing campaigns to increase brand awareness and clothing sales. Activities such as email marketing, event and show planning, crafting social media content, and editorial shoots are fashion marketing tasks.

### Fashion Designer

Tasked with generating new garments and creative designs. This role requires an extensive understanding of fashion preferences, industry trends, and technical skills like sewing and pattern creation. Fashion designers can also specialize in menswear, womenswear, suiting, or lingerie.

### Fashion Writer

They bring the runway to the media by creating engaging articles on upcoming trends, celebrity fashion, and new designers. A strong understanding of journalism and communication skills are valuable to this role, as they write primarily for newspapers, websites, and magazines.

### Visual Merchandiser

They are in charge of clothing store layouts, window displays, mannequin styling, and visual concept creation. They usually work freelance or are employed by retail stores, and have the goal of promoting customer visits and optimizing sales.

### Stylist

They assemble eye-catching garments for magazine editorials, web photoshoots, runway shows, and events. They are commonly employed by fashion retailers, fashion houses, and marketing agencies. A strong portfolio and trend knowledge are essential for this role.

### ECommerce Manager

They oversee the online sales sector of a clothing business. They collaborate heavily with the Marketing, PR, SEO and Merchandising teams to attract and convert online customers. Digital Marketing is a key skill to master to be successful in this role.

## Companies Hiring Ted Rogers Students

ARITZIA

SSENSE

H&M

TJX<sup>®</sup>  
CANADA

UNI  
QLO

 lululemon

## Key Desired Skills

### Communication

Working in fashion involves interacting with a variety of individuals like Editors, members of the Press, Designers, Photographers, so effective communication between team members is critical.

#### [Linkedin Learning Communication Courses](#)

Fashion roles that involve Marketing, PR, and Social Media require a strong ability to communicate brand messaging to the target audience through various media channels.

### Microsoft Excel

Excel in Fashion? Yes, it's true that the majority of fashion professionals use Excel to analyze sales, develop brand strategy, manage inventory, and forecast future clothing sales.

#### [Ted Rogers Bootcamps Power of Excel \(Levels 1-3\)](#)

A writer for the *Glam Observer Magazine* stated she had to do an Excel test during an interview at the luxury retailer *Alexander McQueen*!

## WordPress and SEO

A plethora of Fashion Journalists, Editors, Writers, and Digital Marketers require a strong understanding of content management platforms like WordPress and SEO (Search Engine Optimization).

### Ted Rogers Bootcamps SEO and Analytics

WordPress is a free website building and eCommerce tool that is great for beginners. [Semrush](#) is a top SEO tool that elevates keywords and runs audits for any domain.

## Creativity and Industry Knowledge

Working in fashion requires you to constantly exercise creative judgement due to the fast-paced flow of trends and high competition. Creativity can be showcased to employers through a strong website portfolio.

### Linkedin Learning Fashion Course

There are a plethora of resources to gain more fashion industry knowledge such as [The Business of Fashion](#), [Vogue](#), and [Glam Observer](#).

## Meet A Ted Rogers Student!



### Grace Hickey

Grace is a 5th year Marketing Co-op student currently studying abroad at Paris Dauphine University - PSL.

# ARITZIA

“ This past Summer, Grace worked at Aritzia as a *Strategy & Operations Intern* in Vancouver, British Columbia.

### What is one key takeaway you learned from working in the fashion industry?

The importance of understanding trends. Whether it's on TikTok or Instagram or if it's what you're seeing out in the world, observing and being able to leverage these trends is key. The fashion industry is highly trend-based, so being ahead of the curve and knowing what is currently (or will be) popular will make you an asset to the business.

### What advice do you have for students looking to apply for roles in fashion?

My advice would be to show your personality and work ethic! The fashion industry is filled with creatives and isn't like your traditional bank. The more you show your real colours and flair, the easier it is to network and develop connections. The second piece is being able to prove your work ethic. In a highly dynamic and cyclical industry, being able to hustle and work on tight deadlines is a must.

## Fashion Studies Minor at TMU

The Fashion Studies Minor gives students a chance to learn about the fashion industry, including its history, design, textiles, and marketing. This Minor is provided to students who are not enrolled in the School of Fashion - meaning Ted Rogers students are eligible.

To learn more about specific courses needed for the Fashion Studies Minor, [click here](#).

## Want to Learn More for Free?



**FASHION  
ZONE**

### [TMU Fashion Zone](#)

The Fashion Zone is a fashion and technology incubator that provides growth opportunities to stimulate fashion innovation in Canada.



### [WordPress](#)

WordPress provides tutorials, courses, and a community forum to support clients in building their website.



### [StyleCircle](#)

StyleCircle is a student-led publication that strives to create critical dialogue about the fashion industry.

## Visit the Business Career Hub

### Employer Events

Interested in expanding your network and meeting industry professionals? BCH organizes and hosts many industry events - refer to your 'Careers Newsletter' or visit [here](#).

### Bootcamps/Prep Programs

Microsoft Excel - Financial Modeling - VBA - Tableau - PowerBI - Ace This Case Capital Markets - R - Python  
[Click here to register for current bootcamps.](#)

### Coaching & Mock Interview

For career coaching, interview prep and more, [schedule a 1:1 appointment](#) with a Career Consultant or a Co-op Coordinator.



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[TRSM Business Career Hub](#)



[www.torontomu.ca/trsm-careers/](http://www.torontomu.ca/trsm-careers/)



### Staff Contributor

#### Alysha Chin

Alysha is a Career Consultant and TMU Alumni with years of experience in the career services industry, operations and human resources. She is passionate about encouraging individuals to empower themselves and find fulfilling careers!



### Student Contributor

#### Grace Lu

Grace is a 3rd year Marketing student at TRSM minoring in Public Relations. She is currently working as a Project Coordinator at the Business Career Hub and is the Director of Digital Marketing at StyleCircle.

## Data Sources

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- 2 Kiron, M. I. (2022, December 8). Key Sectors of Fashion Industry. Textile Learner. <https://textilelearner.net/key-sectors-of-fashion-industry/>
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- 4 Careers In The Fashion Industry - The Different Roles. Fashion Retail Academy. (n.d.). <https://www.fashionretailacademy.ac.uk/resources/fashion-careers>
- 5 Graziano, G. (2022, October 24). 10 Skills Needed To Work In Fashion. GLAM OBSERVER. <https://glamobserver.com/skills-needed-to-work-in-fashion/>